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## FACSIMILE COVER SHEET

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**Date:** July 7, 2005  
**To:** U.S. Patent and Trademark Office  
**Fax No.:** (703) 872-9306  
**Re:** U.S. Patent Application No. 09/747,776  
Filed: December 22, 2000  
Applicants: J. Kepecs  
Docket No: 18477-000710US  
Attorney: Gary T. Aka

**Attached:**

- 1) Transmittal Form (1 pg);
- 2) Power of Attorney (1 pg);
- 3) Statement Under 37 CFR 3.73(b) (1 pg).

**Total Pages (including cover sheet)** 4

### CERTIFICATE OF FACSIMILE

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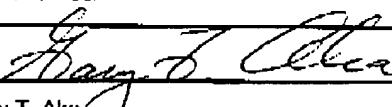
Signed: *Diane Eizingro*  
Diane Eizingro

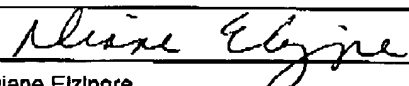
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PTO/SB/21 (09-04)

<b>TRANSMITTAL FORM</b>  <small>(to be used for all correspondence after initial filing)</small>	Application Number	09/747,776
	Filing Date	December 22, 2000
	First Named Inventor	J. Kepecs
	Art Unit	3622
	Examiner Name	J. Carlson
Total Number of Pages in This Submission	Attorney Docket Number	18477-000710US

ENCLOSURES <small>(Check all that apply)</small>		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input checked="" type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Statement Under 37 CFR 3.73(b)
Remarks Please make the enclosed of record.		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Aka Chan LLP		
Signature			
Printed name	Gary T. Aka		
Date	July 7, 2005	Reg. No.	29,038

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
Signature			
Typed or printed name	Diane Elzingre	Date	July 7, 2005

PTO/SB/81 (11-04)

POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM		Application Number		09/747,776	
		Filing Date		12/22/2000	
		First Named Inventor		J. Kepecs	
		Title			
		Art Unit		3622	
		Examiner Name		J. Carlson	
		Attorney Docket Number		018477-000710US	

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

☒ Practitioners associated with the Customer Number: 51111

OR

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

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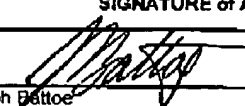
<input type="checkbox"/> Firm or Individual Name					
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City		State		Zip	
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I am the:

☐ Applicant/Inventor

☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

**SIGNATURE of Applicant or Assignee of Record**

Signature		Date	June 22, 2005
Name	Joseph Pettoe	Telephone	(630) 963-7670
Title and Company	Chief Executive Officer, Concept Shopping		

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☐ \*Total of \_\_\_\_\_ forms are submitted.

PTO/SB/06 (08-04)

Attorney Docket No. 18477-000710US

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: J. KepecsApplication No./Patent No.: 09/747,776 Filed/Issue Date: December 22, 2000Entitled: TECHNIQUES FOR OPTIMIZING PROMOTION DELIVERYConcept Shopping, Inc.  
(Name of Assignee)a corporation

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_%

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 011706, Frame 0857, or for which a copy thereof is attached.

OR

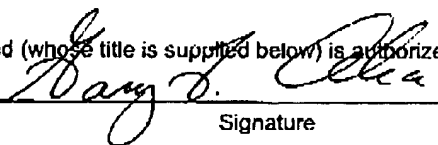
- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
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☐ Additional documents in the chain of title are listed on a supplemental sheet.☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.8]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

July 7, 2005

Date

Gary T. Aka

408-868-4088

Printed or Typed Name

Telephone Number

Attorney

Title